

Please amend the claims to read as indicated in the following list of claims:

1. [Currently amended] A method of operating an on-line retailing operation for retailing of at least one print product to a customer, said print product supplied by a print merchant ~~operation~~, said method comprising the steps of:

displaying a plurality of image items for ~~remote on-line viewing by said customer at a content retailer web site operated by or for a content retailer;~~

transacting an order of a first type ~~with between said customer and said content retailer for supply of said at least one print product based on said customer ordering said at least one print product after viewing at least one of said image items at said content retailer web site;~~

transacting an order of a second type ~~with between said content retailer and said print merchant for fulfillment of said first type order by said print merchant; and~~

~~transacting an order of a third type between said print merchant and a print service provider for shipping said at one print product to said customer on the basis of the at one print product ordered by the customer pursuant to said first first type order.~~

2. [Currently amended] The method as claimed in claim 1, wherein said step of transacting an order of a first type comprises:

receiving a specification of said print products from said customer, said specification comprising data selected

from the set[[],] including: media size; media type; number of copies; delivery name; delivery address; ink type.

3. [Original] The method as claimed in claim 2, wherein said step of transacting an order of a first type comprises receiving a specification of said print products from a customer terminal, in the form of an electronically transmitted data file.

4. [Original] The method as claimed in claim 1, wherein said step of transacting an order of a second type comprises the steps: sending an order to said print merchant, specifying details of said print products; and receiving confirmation of said order from said print merchant.

5. [Currently amended] The method as claimed in claim [[3]] 4, wherein said step of sending an order to a said print merchant comprises sending said order in the form of an electronically transmitted data file.

6. [Original] The method as claimed in claim 1, further comprising the step of: receiving a price data from said print merchant.

7. [Original] The method as claimed in claim 1, further comprising the step of: obtaining an electronic image data describing a said image item; said electronic image data obtained via a communications network; and electronically sending said electronic image data to said print merchant.

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8. [Original] The method as claimed in claim 1, further comprising the step of: storing an electronic contract data describing a contract between a content retailer operation and a print merchant operation.

9. [Original] The method as claimed in claim 8 wherein said contract defines a relationship between said content retailer operation and said print merchant operation in respect of at least one of the following parameters; a definition of a print product; a special discount available to a content retailer operation; a plurality of prices for said print products.

10. [Original] The method as claimed in claim 8 comprising the step of calculating a price data according to said stored electronic contract.

11. [Original] The method as claimed in claim 1, wherein said step of transacting an order of a second type with a said print merchant, comprises: itemizing separately, for each of a plurality of print service providers; a delivery price for delivery from said print service provider to a delivery address; and a print price, for printing at least one print product, defined in said second order type.

12. [Original] The method as claimed in claim 1, wherein said step of transacting an order of a first type with said customer comprises: for each of a plurality of print products: displaying a print product price; and displaying a separately itemized delivery cost for delivery of said print product.

13. [Currently amended] An on-line image content retailer operation, said on-line image content retailer operation comprising ~~at least one computer~~ entities entity capable of:

displaying a plurality of image items for remote viewing by a plurality of customer terminals;

transacting orders of a first type for supply of print products with at least one said customer terminal;

transacting orders of a second type with at least one print merchant for sourcing fulfillment of a said first type order, ~~with at least one print merchant; and~~

transacting orders of a third type between said at least one print merchant and at least one print service provider and in response to the second type order for delivery of a print product ordered according to said first type order, said delivery being effected by the print service provider in response to the third type order placed by that at least one print merchant.

14. [Original] The content retailer operation as claimed in claim 13, wherein said step of transacting orders of a second type include transfer of price information, in which a delivery price is itemized separately from a print price for printing a plurality of print products.

15. [Original] The content retailer operation as claimed in claim 13, wherein said computer entity further operates to: store an electronic contract data defining a contract between said content retailer operation and said print merchant operation.

Claims 16 - 31 Cancelled.

32. [New] A method for automatic operation of an on-line print merchant for:

(i) allowing a plurality of content retailers to offer a plurality of print products from a plurality of content providers to retail customers and make a plurality of print product orders;

(ii) offering a direct service to business customers for generating and ordering print products out of their own content;

(iii) fulfilling print orders from content retailers according to item (i) above and from business customers according to item (ii) above via a plurality of print service providers each using print manager software, a plurality of printers and a plurality of couriers to deliver print products to retail and/or business customers;

said method comprising the steps of:

supporting a transaction of an order of a first type between a retail customer and one of said plurality content retailers for supply of at least one print product marketed by the print merchant to the retail customer;

transacting an on-line order of a second type between said one of said plurality of content retailers and said print merchant for fulfillment of said first type order by said print merchant or transacting an on-line order of a second type between said business customers and said print

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merchant for fulfillment of business customer orders by said print merchant; and

transacting an order of a third type between said print merchant and a selected one of a plurality print service providers for printing and shipping said at one print product to either said retail or business customer on the basis of the print product ordered by the retail or business customer pursuant to said second type order.

33. [New] The method as claimed in claim 32, wherein said step of supporting a transaction of an order of the first type comprises:

receiving a specification of said print products from said retail customer, said specification comprising data selected from the set including: media size; media type; number of copies; delivery name; delivery address; ink type.

34. [New] The method as claimed in claim 33, wherein said step of supporting a transaction of an order of the first type comprises receiving a specification of said print products from a customer terminal, in the form of an electronically transmitted data file.

35. [New] The method as claimed in claim 32, wherein said step of transacting an order of a second type comprises the steps: sending an order to said print merchant, specifying details of said print products; and receiving confirmation of said order from said print merchant.

36. [New] The method as claimed in claim 35, wherein said step of sending an order to a said print merchant comprises sending said order in the form of an electronically transmitted data file.

37. [New] The method as claimed in claim 31, further comprising the step of: receiving a price data from said print merchant.

38. [New] The method as claimed in claim 32, further comprising the step of: obtaining an electronic image data describing a said image item; said electronic image data obtained via a communications network; and electronically sending said electronic image data to said print merchant.

39. [New] The method as claimed in claim 32, further comprising the step of: storing an electronic contract data describing a contract between a content retailer operation and a print merchant operation.

40. [New] The method as claimed in claim 39 wherein said contract defines a relationship between said content retailer operation and said print merchant operation in respect of at least one of the following parameters; a definition of a print product; a special discount available to a content retailer operation; a plurality of prices for said print products.

41. [New] The method as claimed in claim 39 further comprising the step of calculating a price data according to said stored electronic contract.

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42. [New] The method as claimed in claim 32, wherein said step of transacting an order of a second type with a said print merchant, comprises: itemizing separately, for each of said plurality of print service providers: a delivery price for delivery from said print service provider to a delivery address; and a print price, for printing at least one print product, defined in said second order type.

43. [New] The method as claimed in claim 32, wherein said step of supporting a transaction of an order of the first type with said retail customer comprises: for each of a plurality of print products: displaying, at a computer terminal, a print product price and a separately itemized delivery cost for delivery of said print product.